



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 493021 /		<u>Alt Order #</u> 06311262
<u>Product</u> S BERKLEY FOR SENATE		
<u>Contract Dates</u> 09/12/12 - 09/17/12		<u>Estimate #</u>
<u>Advertiser</u> Berkley For Senate		<u>Original Date / Revision</u> 09/11/12 / 09/11/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Shorr Johnson Magnus
1831 Chestnut Street, Ste. 602
Philadelphia, PA 19103

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KVVU	09/12/12	09/14/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	3	\$255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WT---				3	\$85.00			
N 2	KVVU	09/16/12	09/16/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar		:30			NM	1	\$85.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	-----S				1	\$85.00			
N 3	KVVU	09/12/12	09/14/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	6	\$4,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				6	\$725.00			
N 4	KVVU	09/17/12	09/17/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	2-----				2	\$725.00			
N 5	KVVU	09/12/12	09/14/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	6	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				6	\$700.00			
N 6	KVVU	09/17/12	09/17/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	2-----				2	\$700.00			
N 7	KVVU	09/12/12	09/14/12	MORE Access	630-7pm		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$400.00			
N 8	KVVU	09/17/12	09/17/12	MORE Access	630-7pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	1-----				1	\$400.00			
N 9	KVVU	09/12/12	09/14/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/10/12	09/16/12	--WTF--				3	\$525.00			
N 10	KVVU	09/17/12	09/17/12	Fox 5 News at 6pm	M-F 6-630pm		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	1-----				1	\$525.00			
N 11	KVVU	09/12/12	09/14/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
493021 /	06311262

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/17/12	S BERKLEY FOR SENA	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Berkley For Senate	09/11/12 / 09/11/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$625.00			
N 12	KVVU	09/17/12	09/17/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$625.00			
N 13	KVVU	09/12/12	09/14/12	Fox 5 News at 5	5-530p		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$550.00			
N 14	KVVU	09/17/12	09/17/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$550.00			
N 15	KVVU	09/12/12	09/14/12	TMZ	730-8p		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$850.00			
N 16	KVVU	09/17/12	09/17/12	TMZ	730-8p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$850.00			
N 17	KVVU	09/12/12	09/14/12	Extra	M-F 7-730p		:30			NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$625.00			
N 18	KVVU	09/17/12	09/17/12	Extra	M-F 7-730p		:30			NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$625.00			
N 19	KVVU	09/13/12	09/13/12	Glee	Thu 9p-10p		:30			NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---1---				1	\$6,500.00			
N 20	KVVU	09/16/12	09/16/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$1,250.00			
N 21	KVVU	09/12/12	09/14/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	3	\$6,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WTF--				3	\$2,150.00			
N 22	KVVU	09/17/12	09/17/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	1	\$2,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$2,150.00			
Totals											50	\$42,390.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/17/12	50	\$42,390.00	\$36,031.50
Totals	50	\$42,390.00	\$36,031.50

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 15.46

REP. # _____ OFF. # 762 SALESMAN # _____

BUYER NAME TERRI COOPER

SALES PRSN PH- TERESA DI FURIA

PHILADELPHIA, PA 19103

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CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP11/12 15.46

TO ROSE
FR NIKKI
OK'D M1 SEE LINE 23
TOTAL SAME
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	S		430A-459A	30		\$85.00	9/12	9/14	2		W-F	2
PROGRAM : NEWS RA35+ : 1.1 CON COM1 : MAX 1X DAY												
23	A		430A-459A	30		\$85.00	9/14	9/14	1		FRI	1
PROGRAM : NEWS RA35+ : 1.1 ORD COM1 : SPOT N/A DUE TO LOGS CLOSED YESTERDAY FOR 9/12 SPOT. LET ME KNOW IF ORD COM2 : THEY CAN DOUBLE UP ON FRIDAY IN STEP. THIS IS A MAKE-GOOD FOR SEP12 ON LINE-1 FOR 1 SPOT/WK												

REP: TEL# 610-293-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 15.46
 CHANGES ** KVVU-TV ***

REP HEADLINE# 6311262 TRF# 493021
 \$\$\$ UNAPPROVED REV #1 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:
 M1 OK'D BUY#1 MISSED:W-F/430A-459A SEP12 30S \$85.00 (SEP11/12)
 OFFER:FRI/430A-459A SEP14 30S \$85.00 PLS ADVISE.
 CMT:SPOT N/A DUE TO LOGS CLOSED YESTERDAY FOR 9/12 SPOT. LET ME KNOW IF
 CMT:THEY CAN DOUBLE UP ON FRIDAY IN STP.

SEP/12 42390.00 CONTRACT TOTAL 42390.00
 TOTAL SPOTS 50

MARKET TOTALS \$176,625 KVVU 24% KSNV 30% KLAS 26% KTNV 16% KVMY 1% KVCW 3% CABL 0%
 KTUD 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP11/12 14.25

REP. # _____ OFF. # 762 SALESMAN # _____

BUYER NAME TERRI COOPER

SALES PRSN PH- TERESA DIFURIA

CLASS: NATL.	LOCAL	REGIONAL
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(CE)

1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP11/12 14.25

NEW SHELLEY BERKLEY ORDER
TOTAL \$42390
PLS CNF THANKS

SHELLEY BERKLEY FOR SENATE

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			430A-459A	30		\$85.00	9/12	9/14	3		W-F	3
PROGRAM : NEWS												
RA35+ : 1.1												
CON COM1 : MAX 1X DAY												
2			430A-459A	30		\$85.00	9/17	9/17	1		MON	1
PROGRAM : NEWS												
RA35+ : 1.1												
3			600A-700A	30		\$725.00	9/12	9/14	6		W-F	6
PROGRAM : NEWS												
RA35+ : 2.3												
CON COM1 : MAX 2X DAY												
4			600A-700A	30		\$725.00	9/17	9/17	2		MON	2
PROGRAM : NEWS												
RA35+ : 2.3												

SEP11/12 14.25
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			700A-900A PROGRAM : NEWS RA35+ : 2.2 CON COM1 : MAX 2X DAY	30		\$700.00	9/12	9/14	6		W-F	6
6			700A-900A PROGRAM : NEWS RA35+ : 2.2	30		\$700.00	9/17	9/17	2		MON	2
7			630P-700P PROGRAM : MORE RA35+ : 2.4 CON COM1 : MAX 1X DAY	30		\$400.00	9/12	9/14	3		W-F	3
8			630P-700P PROGRAM : MORE RA35+ : 2.4	30		\$400.00	9/17	9/17	1		MON	1
9			600P-630P PROGRAM : NEWS RA35+ : 2.3 CON COM1 : MAX 1X DAY	30		\$525.00	9/12	9/14	3		W-F	3
10			600P-630P PROGRAM : NEWS RA35+ : 2.3	30		\$525.00	9/17	9/17	1		MON	1
11			530P-600P PROGRAM : NEWS RA35+ : 2.3	30		\$625.00	9/12	9/14	3		W-F	3
12			530P-600P PROGRAM : NEWS RA35+ : 2.3 CON COM1 : MAX 1X DAY	30		\$625.00	9/17	9/17	1		MON	1

REP HEADLINE# 6311262
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP11/12 14.25
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			500P-530P PROGRAM : NEWS RA35+ : 2.0 CON COM1: MAX 1X DAY	30		\$550.00	9/12	9/14	3		W-F	3
14			500P-530P PROGRAM : NEWS RA35+ : 2.0	30		\$550.00	9/17	9/17	1		MON	1
15			730P-800P PROGRAM : TMZ RA35+ : 3.9 CON COM1: MAX 1X DAY	30		\$850.00	9/12	9/14	3		W-F	3
16			730P-800P PROGRAM : TMZ RA35+ : 3.9	30		\$850.00	9/17	9/17	1		MON	1
17			700P-730P PROGRAM : EXTRA RA35+ : 2.8 CON COM1: MAX 1X DAY	30		\$625.00	9/12	9/14	3		W-F	3
18			700P-730P PROGRAM : EXTRA RA35+ : 2.8	30		\$625.00	9/17	9/17	1		MON	1
19			900P-1000P PROGRAM : GLEE RA35+ : 11.3	30		\$6,500.00	9/13	9/13	1		THU	1
20			1000P-1045P PROGRAM : NEWS RA35+ : 3.7	30		\$1,250.00	9/16	9/16	1		SUN	1
21			1000P-1100P PROGRAM : NEWS RA35+ : 3.9 CON COM1: MAX 1X DAY	30		\$2,150.00	9/12	9/14	3		W-F	3

REP HEADLINE# 6311262
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
SEP11/12 14.25
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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22			1000P-1100P	30		\$2,150.00	9/17	9/17	1		MON	1
			PROGRAM : NEWS									
			RA35+ : 3.9									

SEP/12 42390.00

CONTRACT TOTAL 42390.00
TOTAL SPOTS 50

MARKET TOTALS \$176,625 KVVU 24% KSNV 30% KLAS 26% KTNV 16% KVMY 1% KVCW 3% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35+*